

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 (currently amended): A method, comprising:

~~receiving~~ ~~creating~~ one or more ~~unmodified~~ ~~customized, personalized or targeted~~ ~~integrated~~ video data streams comprised of television content;

creating one or more integrated video data streams by integrating interactive content into the one or more unmodified video data streams based on one or more rules targeting receivers having a particular characteristic ~~by automatically integrating, in response to one or more business or personalization rules, two-way interactive content with an unmodified video data stream comprised of television (TV) broadcast content~~; and

transmitting the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

2 (currently amended): The method of claim 1, wherein the interactive content includes Internet advertising content and the television ~~TV broadcast~~ content includes television ~~TV~~ commercial content.

3 (currently amended): The method of claim 1, further comprising:

using data associated with the interactive content and data associated with the television content to link ~~linking~~ the interactive content with the ~~TV~~ television ~~broadcast~~ content.

4 (currently amended): The method of claim 1, further comprising:

displaying the one or more integrated video data streams ~~content~~ at the one or more receivers having the particular characteristic to allow a user to interact with the interactive content.

5 (currently amended): The method of claim 1, wherein ~~the automatically integrating of the~~ interactive content into the one or more unmodified video data streams includes

~~automatically~~ integrating the interactive content with the ~~TV~~television ~~broadcast~~ content without modifying the interactive content and the ~~TV~~television ~~broadcast~~ content.

6 (original): The method of claim 1, wherein the interactive content includes an advertising banner.

7 (currently amended): The method of claim 1, ~~further comprising~~ wherein the particular characteristic is based on tracked user interactions with the interactive content ~~targeting specific receivers with the integrated content.~~

8 (currently amended): A system for integrating content, comprising:

an integration unit configured to create one or more ~~customized, personalized or targeted~~ integrated video data streams by ~~automatically integrating, in response to one or more business or personalization rules, two-way~~ interactive content with into one or more unmodified video data streams comprised of television (~~TV~~) ~~broadcast~~ content based on one or more rules targeting receivers having a particular characteristic, and further configured to transmit the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

9 (currently amended): The system of claim 8, wherein the interactive content includes Internet advertising content and the ~~TV~~television ~~broadcast~~ content includes ~~TV~~television commercial content.

10 (currently amended): The system of claim 8, further comprising:

a storage unit configured to store data associated with the interactive content and data associated with the television content; and

a linking unit configured to link the interactive content with the ~~TV~~television ~~broadcast~~ content based on the data stored in the storage unit.

11 (currently amended): The system of claim 8, further comprising:

a receiving unit configured to receive the one or more integrated ~~content~~ video data streams; and

a display unit configured to display the one or more integrated ~~content~~ video data streams and to allow a user to interact with the interactive content.

12 (currently amended): The system of claim 8, wherein the integration unit is configured to integrate ~~automatically~~ the interactive content with the TVtelevision broadcast content without modifying the interactive content and the TVtelevision broadcast content.

13 (original): The system of claim 8, wherein the interactive content includes an advertising banner.

14 (currently amended): The method of claim 8, further comprising:

a ~~targeting-tracking~~ unit to ~~target-track specific receivers~~ user interactions with the integrated content.

15 (currently amended): A method for processing one or more ~~a~~ video data streams, the method comprising:

receiving ~~an~~ one or more unmodified video data streams;

downloading interactive content;

~~automatically~~ integrating, in response to ~~based on~~ one or more business or personalization rules targeting receivers having a particular characteristic, the ~~two-way~~ interactive content with the one or more unmodified video data streams to create one or more customized, personalized or targeted integrated video data streams; and

transmitting the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.

16 (currently amended): The method of claim 15, further comprising:

displaying the ~~interactive content and the~~ one or more integrated video data streams at the one or more receivers having the particular characteristic; and

launching interactive services via the one or more integrated video data streams~~interactive content~~.

17 (currently amended): The method of claim 15, wherein the one or more receivers having the particular characteristic include a set-top box.

18 (currently amended): The method of claim 15, wherein the one or more unmodified video data streams includes television~~TV~~ commercial content.

19 (currently amended): The method of claim 15, further comprising:

~~customizing~~ defining the interactive content~~particular characteristic to target receivers associated with~~ for a specific market, group, or geographic region.

20 (currently amended): A system for processing one or more~~a~~ video data streams comprising:

a receiving unit configured to receive ~~an~~ one or more unmodified video data streams;

a downloading unit configured to download ~~two-way~~ interactive content;

an integration unit configured to integrate ~~automatically, in response to~~ based on one or more ~~business or personalization rules targeting receivers having a particular characteristic~~, the ~~two-way~~ interactive content with the one or more unmodified ~~the~~ video data streams to create one or more ~~customized, personalized or targeted~~ integrated video data streams; and

a transmitting unit configured to transmit the ~~customized, personalized or targeted~~ integrated video data streams to one or more receivers having the particular characteristic for display.

21 (currently amended): The system of claim 20, wherein the one or more receivers having the particular characteristic include a set-top box.

22 (currently amended): The system of claim 20, wherein the one or more unmodified video data streams includes ~~TV~~television commercial content.

23 (currently amended): The system of claim 20, further comprising:

a ~~customizing~~targeting unit configured to ~~customize~~define the interactive ~~content~~particular characteristic to target receivers associated with ~~for~~ a specific market, group, or geographic region.

24 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation, comprising:

creating one or more ~~customized, personalized or targeted~~ integrated video data streams by ~~automatically~~ integrating, ~~in response to~~based on one or more ~~business or personalization~~ rules targeting receivers having a particular characteristic, two-way interactive content with ~~an~~ one or more unmodified video data streams comprised of television (TV) ~~broadcast~~ content; and

transmitting the ~~customized, personalized or targeted~~one or more integrated video data streams to one or more receivers having the particular characteristic for display.

25 (currently amended): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, ~~causes~~cause the processor to perform an operation comprising:

using data associated with~~linking~~ the interactive content and data associated with the television ~~TV broadcast~~ content to link the interactive content with the television content.

26 (currently amended): The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, ~~causes~~cause the processor to perform an operation comprising:

displaying the one or more integrated ~~content~~video data streams at the one or more receivers having the particular characteristic to allow a user to interact with the interactive content.

27 (currently amended): A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving ~~an~~ one or more unmodified video data streams;
downloading ~~two-way~~ interactive content;
~~automatically~~ integrating, ~~in response to~~ based on one or more ~~business or personalization~~ rules targeting receivers having a particular characteristic, the ~~two-way~~ interactive content with the one or more unmodified video data streams to create one or more ~~customized, personalized or targeted~~ integrated video data streams; and
transmitting the ~~customized, personalized or targeted~~ one or more integrated video data streams to one or more receivers having the particular characteristic for display.